I got more games than Milton Bradley.

How I incentivized positive change in our security culture.
Welcome

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Living Security

@livesecaware
Welcome

- 75 Markets
- 180 Student Housing residences
- 130,000+ Leasable Beds
- 3,300 Employees
Welcome

Learning objectives

The Problem

The Solution

The Games

Do It.
The Problem:
Security Awareness Doesn’t Work

Pros

01 Easy
02 Testable
03 Set it and Forget it
04 Cheap

Cons

01 Compliant ≠ Secure
02 Not Realistic
03 Boring
04 Relationship Killer
The solution

**Recognition**
- Meaningful
- Choice
- Competence
- Progress

**Reward**
- Fun
- Life Improvement
- Encouragement
- Competition

**Relationship**
- Trust
- Mutual Respect
- Open Communication
- Mindfulness

The solution

01 Easy Fun Novelty
02 Hard Fun Challenge
03 People Fun Friendship
04 Serious Fun Meaning

Sources: http://www.nicolelazzaro.com/the4-keys-to-fun/4
http://xeodesign.com/xeodesign_whyweplaygames.pdf
The solution: Basic Desires

Performance Driver

Strong or Weak

Never Exist in Isolation

Acceptance

Curiosity

Eating

Family
## The solution

<table>
<thead>
<tr>
<th>Honor</th>
<th>Independence</th>
<th>Physical Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>NFL</td>
<td>Trail</td>
<td>Twister</td>
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<table>
<thead>
<tr>
<th>Idealism</th>
<th>Order</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amnesty The Game</td>
<td>Tetris®</td>
<td>Risk</td>
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</tbody>
</table>
The solution

<table>
<thead>
<tr>
<th>Romance</th>
<th>Social Contact</th>
<th>Tranquility</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIFE</td>
<td>Pictionary</td>
<td>Candy Crush</td>
</tr>
<tr>
<td>Saving</td>
<td>Social Status</td>
<td>Vengeance</td>
</tr>
<tr>
<td>Pokémon</td>
<td>World Warcraft</td>
<td>Angry Birds</td>
</tr>
</tbody>
</table>

Sources:
- http://changingminds.org/explanations/needs/reiss_16_needs.htm
- https://explorable.com/16-basic-desires-theory
The games

Security Bowl
The games

Security Bowl
The games

Security Bowl
The games

Security Cards

**HACKER**

**SQL Injection**
A code injection technique on websites that tries to steal data from databases

**DEFENDER**

**Firewall**
A network security system that monitors and controls incoming and outgoing network traffic based on predetermined security rules

**DEFENDER GOALS**

**Web Application Firewall**
SQL Injection + Firewall
To play this card place it face up in the center of the table

**HACKER GOALS**

**Anonymous**
Hacktivism + Social Engineering
To play this card place it face up in the center of the table

**ACTION**

**Trade Hands**
Trade hands with another player

**NEW RULE**

**Draw 2**
Replaces Draw Rule. If you just played this card, draw extra cards as needed to reach 2 cards drawn
The games

Security Cards
The games

Escape Room
The games

Remote Office Awareness
-“Your ignorance is their power”

Apply
Password Mayhem
USB Mayhem
Phish an Exec
Scavenger Hunt
Test
Research
Empowerment
Do it: Reward

Memorable

Viral

Unique

Quality
Do it: How

Build Your Own Game

- Concept
- Design
- Test
- Publish
Do it: Games

**Board Games**
- Clue
- Mouse Trap
- Risk

**Video Games**
- Oregon Trail
- Mario Brothers
- Pac Man

**Game Shows**
- Who Wants to be a Millionaire
- Wipeout
- Family Feud

**Contests**
- Scavenger Hunt
- Craft a Phish
- Hide and Seek
Do It: Application

Go Have Some Fun

1. Pick a game
2. Securify It
3. Find some friends
4. Play it
THANK YOU: Security Awareness Summit

Wanna play Security Cards?
livingsecurity.com/blog/cards

Want the deck?
docsend.com/view/zijydgm

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QUESTIONS